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FACSIMILE TRANSMITTAL

TO:

Name: Mail Stop AF
Art Unit 3622/Examiner Arthur Duran

Firm: U.S. Patent & Trademark Office

Fax No.: 571-273-8300

Subject: U.S. Patent Application No. 09/605,695
Steven Michael Schein

Filed: June 28, 2000

INTELLIGENT MEDIA TARGETING SYSTEM
AND METHOD
Attorney Docket No. 108.0003-00000
Customer No. 22882
Confirmation No.: 6334

FROM:

Name: Amedeo F. Ferraro

Phone No.: 310-286-9800

No. of Pages (including this): 17

Date: January 10, 2007

Confirmation Copy to Follow: NO

Message:**CERTIFICATE OF TRANSMISSION UNDER 37 CFR 1.8**

I hereby certify that the attached Transmittal Form (in duplicate; \$2,380.00 total fee to cover the \$1,590 four-month extension fee and \$790 RCE fee is to be charged to Deposit Account No. 50-1068), Request for Continued Examination (RCE) (in duplicate), and Amendment are being facsimile transmitted to the U.S. Patent and Trademark Office on January 10, 2007.



David M. Kogan

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FORM PTO-1083

JAN 10 2007

Attorney Docket No.: 108.0003-00000
Customer No. 22882

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Steven Michael Schein

Serial No: 09/605,695

Filed: June 28, 2000

For: INTELLIGENT MEDIA TARGETING SYSTEM
AND METHOD

Confirmation No.: 6334

Art Unit: 3622

Examiner: Arthur Duran

Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

Further to the Notice of Panel Decision from Pre-Appeal Brief Review issued August 3, 2006 and the Notice of Appeal filed July 10, 2006, transmitted herewith is a Request for Continued Examination (RCE) and Amendment in the above-identified application.

No additional fee is required.
 Applicant hereby requests a four-month extension of time to respond to the above office action.

The fee has been calculated as shown below:

	(Col. 1) CLAIMS REMAINING AFTER AMENDMENT		(Col. 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Col. 3) PRESENT EXTRA*	LG/SM \$ ENTITY FEE	ADD'L FEE DUE
TOTAL CLAIMS FEE	33	-	37	**	LG=\$50 SM=\$25	\$50
INDEPENDENT CLAIMS FEE	8	-	8	***	LG=\$200 SM=\$100	\$200
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIMS		LARGE ENTITY FEE = \$360 SMALL ENTITY FEE = \$180				\$ 0
						TOTAL \$ 0

* If the entry in Col. 1 is less than the entry in Col. 2, write "0" in Col. 3.
** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, write "20" in this space.
*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, write "3" in this space. The "Highest Number Previously Paid For" (Total or Independent) is the highest number found from the equivalent box on Col. 1 of a prior amendment or the number of claims originally filed.

A total fee in the amount of \$2,380.00 to cover the \$790 RCE fee and \$1,590 to cover the one-month extension of time fee is to be charged to Deposit Account No. 50-1068.
 The Commissioner is hereby authorized to charge any deficiencies of fees associated with this communication or credit any overpayment to Deposit Account No. 50-1068. A copy of this sheet is enclosed.
 Any filing fees under 37 C.F.R. § 1.16 for the presentation of extra claims
 Any patent application processing fees under 37 C.F.R. § 1.17

Respectfully submitted,
MARTIN & FERRARO, LLP

By:


 Amadeo F. Ferraro
 Registration No. 37,129

Date: January 10, 2007

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